

**WHAT IS CLAIMED IS:**

1. A process for reducing the odor emitted by an aqueous latex-based coating material, comprising adding to the coating material during or after its manufacture an entrapping agent, whereby the odor emitted by the coating material is reduced.
2. A process according to Claim 1 wherein the aqueous latex-based coating material is a latex paint.
3. A process according to Claim 1 wherein the amount of entrapping agent is at least 0.025% by weight entrapping agent based on total weight of coating material.
4. A process according to Claim 1 in which the entrapping agent is cyclodextrin.
5. A process according to Claim 1 in which the entrapping agent is zeolite.
6. A process according to Claim 1 in which the odor reduced is the odor emitted prior to application of the coating material to a substrate.
7. A process according to Claim 1 in which the odor reduced is the odor emitted as the coating material dries after application to a substrate.
8. A process according to Claim 4 in which the cyclodextrin is selected from the group consisting of hydroxypropyl alpha-cyclodextrin, methylated beta-cyclodextrin, hydroxyethyl beta-cyclodextrin, hydroxypropyl beta-cyclodextrin, gamma-cyclodextrin, hydroxypropyl gamma-cyclodextrin, hydroxyethyl gamma-cyclodextrin methyl, alpha-cyclodextrin and mixtures thereof.
9. A process according to Claim 1 in which the entrapping agent is added in uncomplexed form.
10. A process of treating a coating material, so as to reduce the odor it emits comprising adding to a volume of not more than 60 gallons of the coating material an odor-reducing composition comprising entrapping agent.
11. A process according to Claim 10 wherein the coating material is paint.

12. A process according to Claim 10 in which the entrapping agent is cyclodextrin.
13. A process according to Claim 10 in which the entrapping agent is zeolite.
14. A process according to Claim 12 in which the cyclodextrin is selected from the group consisting of hydroxypropyl alpha-cyclodextrin, methylated alpha-cyclodextrin, methylated beta-cyclodextrin, hydroxyethyl beta-cyclodextrin, hydroxypropyl beta-cyclodextrin, gamma-cyclodextrin, hydroxypropyl gamma-cyclodextrin, hydroxyethyl gamma-cyclodextrin, methyl gamma-cyclodextrin and mixtures thereof.
15. A process according to Claim 10 in which the volume of coating material is not more than 20 gallons.
16. A process according to Claim 10 in which the volume of coating material is not more than 5 gallons.
17. A process according to Claim 10 comprising mixing the odor-reducing composition into the volume of coating material for 1 to 15 minutes.
18. A process according to Claim 10 comprising applying at least some of the treated coating material to a substrate within 2 weeks of adding the odor-reducing composition to the coating material.
19. A process according to Claim 18 wherein the substrate is a wall, floor, ceiling, or furniture.
20. A process according to Claim 10 in which the entrapping agent is present in the coating material after addition of the odor-reducing composition in an amount of at least 0.025%.
21. A process according to Claim 10 in which the entrapping agent is present in the odor-reducing composition in uncomplexed form.
22. A process according to Claim 10 in which the odor-reducing composition is in liquid form.

23. A process according to Claim 22 in which the concentration of entrapping agent in the odor-reducing composition is at least 0.025 wt.%, based on total weight of liquid composition.
24. A process according to Claim 10 in which the odor-reducing composition is in solid form.
25. A process according to Claim 24 in which the concentration of entrapping agent in the odor-reducing composition is at least 50 wt.%, based on total weight of solid composition.
26. A process according to Claim 10 in which the coating material comprises a binder polymer and the odor-reducing composition contains the same binder polymer.
27. A kit for use in reduction of the odor emitted by paint comprising  
(A) an odor-reducing composition comprising an entrapping agent, and  
(B) instructions to add the odor-reducing composition to a coating composition, in order to reduce the odor emitted by the composition.
28. A kit according to Claim 27 in which the entrapping agent is cyclodextrin.
29. A kit according to Claim 27 in which the entrapping agent is zeolite.
30. A kit according to Claim 27 in which the odor-reducing composition is in liquid form.
31. A kit according to Claim 27 in which the concentration of entrapping agent in the odor-reducing composition is at least 0.025 wt%, based on total weight of liquid composition.
32. A kit according to Claim 27 in which the odor-reducing composition is in solid form.
33. A kit according to Claim 32 in which the concentration of entrapping agent in the odor-reducing composition is at least 50wt%, based on total weight of composition.
34. A kit according to Claim 28 in which the cyclodextrin is selected from the group consisting of hydroxypropyl alpha-cyclodextrin, methylated alpha-cyclodextrin, methylated beta-cyclodextrin, hydroxyethyl beta-cyclodextrin, hydroxypropyl beta-

cyclodextrin, gamma-cyclodextrin, hydroxypropyl gamma-cyclodextrin, hydroxyethyl gamma-cyclodextrin, methyl gamma-cyclodextrin and mixtures thereof.

35. A kit according to Claim 27 in which the entrapping agent is present in the odor-reducing composition in uncomplexed form.
36. A kit according to Claim 27 in which the odor-reducing composition is provided in a container and the instructions are to add the entire content of the container to a single volume of coating composition simultaneously.
37. A kit according to Claim 27 in which the instructions are to add the odor-reducing composition to a volume of coating composition not more than 60 gallons.
38. A kit according to Claim 27 in which the instructions recite the process features set out in Claim 1.
39. A process for the reduction of the odor emitted by a product subsequent to its manufacture comprising adding to the product during its manufacture an entrapping agent, wherein the entrapping agent is present in the product after manufacture and whereby the odor emitted by the product is reduced.
40. A process for reducing the odor emitted by a liquid product which contains (i) at least one polymer based on vinyl and/or acrylic and/or urethane monomers and (ii) degradation products and/or residual unreacted monomer and/or by-products thereof comprising adding to the product during or after its manufacture an entrapping agent whereby the odor is reduced.